

CLAIMS:

1. An apparatus for generating an application data signal; the apparatus comprising:
a receiver for receiving a content signal comprising embedded application data;
5 an extraction processor for extracting the application data from the content signal;
a data storage for storing the content signal and the application data; and
an application data generator for generating an application data signal by retrieving the stored application data from the data storage separately from the content signal.
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2. An apparatus as claimed in claim 1 wherein the apparatus comprises a communication processor operable to communicate the application data signal at a data rate higher than an average application data rate of the content signal.
- 15 3. An apparatus as claimed in claim 1 wherein the content signal is a video signal.
4. An apparatus as claimed in claim 1 wherein the content signal is an audio signal.
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5. An apparatus as claimed in claim 1 wherein the content signal is an MPEG 2 encoded content signal.
6. An apparatus as claimed in claim 1 wherein the content signal is an interactive
25 audiovisual signal and the application data is interactive application data.
7. An apparatus as claimed in claim 6 wherein the interactive audiovisual signal is a broadcast interactive TV signal.

8. An apparatus as claimed in claim 1 wherein the extraction processor comprises means for storing the application data and content data of the content signal separately in the data storage.

5 9. An apparatus as claimed in claim 1 wherein the extraction processor is operable to modify an application data indication of the content signal.

10. An apparatus as claimed in claim 9 wherein the extraction processor is operable to modify the application data indication of the content signal by removing a data
10 indication related to application data that has been removed from the content signal.

11. An apparatus as claimed in claim 9 wherein the extraction processor is operable to modify the application data indication of the content signal be associated with the application data stored in the data storage.

15 12. An apparatus as claimed in claim 11 wherein the extraction processor is operable to modify the application data indication of the content signal to comprise a network server identity through which the application data signal can be accessed.

20 13. An apparatus as claimed in claim 1 wherein the extraction processor is operable to remove at least some of the application data from the content signal.

14. An apparatus as claimed in claim 1 wherein the apparatus is a digital recording device.

25 15. An apparatus as claimed in claim 1 is interactive TV data.

16. An apparatus as claimed in claim 1 wherein the extraction processor is operable to store the content signal and the application data in the data storage according to
30 different storage protocols.

17. An apparatus as claimed in claim 1 wherein the apparatus further comprises a communication element for communicating the application data signal and the content signal according to different communication protocols.

18. A method of generating an application data signal; the method comprising
receiving an content signal comprising embedded application data;
extracting the application data from the content signal;

5 storing the content signal and the application data;
generating an application data signal by retrieving the stored application data
separately from the content signal.

19. A computer program enabling the carrying out of a method according to claim

10 18.

20. A record carrier comprising a computer program as claimed in claim 19.